

CANON U.S.A. INTRODUCES THREE NEW imagePROGRAF LARGE FORMAT PRINTERS

Latest Models Feature New LUCIA EX Ink Set, Improved Quality and Performance

LAKE SUCCESS, N.Y., February 22, 2010 – Canon U.S.A., Inc., a leader in digital imaging and advanced office solutions, today answers the increasing demand for large format prints in the photographic, proofing and graphic arts market with the introduction of three new imagePROGRAF large format models - the 44-inch imagePROGRAF iPF8300, 24-inch imagePROGRAF iPF6350 and the iPF6300. Designed for precise, ultra high-quality print performance and increased productivity, each model features Canon's new, 12-Color LUCIA EX pigment ink set and advanced printing technologies specifically developed to produce prints with an enhanced color range and improved durability. The new imagePROGRAF models will be unveiled at the Wedding & Portrait Photographer International (WPPI) Convention at the MGM Grand in Las Vegas, March 8-11, 2010.

"In just four short years, Canon has introduced more than 20 imagePROGRAF large format printers to the market with each new model raising the bar for outstanding, vibrant image quality and overall versatility," said Jim Rosetta, vice president and general manager, Imaging Systems Group, Canon U.S.A. "Coupled with our new LUCIA EX ink set and advanced media capabilities, the new imagePROGRAF models represent an ideal solution for the graphic, fine art, photography and proofing markets."

Enhanced Color Spectrum

With increasing consumer demand for professional and high-quality print jobs, high-end graphic and photographic studios continue to seek the capability to accurately produce vivid output of consumers' most demanding projects. To enhance its available color spectrum, the new imagePROGRAF models feature a revolutionary all-new 12-Color LUCIA EX pigment ink set increasing the achievable color gamut by approximately 20 percent from the previous imagePROGRAF iPFx100 series and enabling over 90 percent coverage of PANTONE® (P) colors to produce rich expression. Additionally, to better meet the needs of the professional print market, the new models feature a reinforced mechanical structure to enable precise ink placement for improved text and line accuracy, making these new devices a powerful proofing solution.

Exquisite Photographic Output

The introduction of the new LUCIA EX ink provides photographers with the ability to precisely achieve their desired results by producing more expressive and crisp blacks, smooth color gradations, and the capability to reproduce the finest details in the shadow areas of photographs. The new inks are also designed with an innovative polymer structure that results in greater scratch resistance and protection from color fading, while also reducing bronzing and metamerism ensuring durable, stable output.

Wilhelm Imaging Research (WIR), the world's leading independent image permanence testing laboratory, has been evaluating the new Canon LUCIA EX expanded-gamut, 12-color pigment inks. Henry Wilhelm, president of WIR commented, "A review of preliminary data from the still ongoing tests indicates that prints made with LUCIA EX pigment inks and select photo and fine art papers will achieve WIR Display Permanence Ratings in excess of 75 years for color images and well beyond 200 years for black-and-white images. In addition, LUCIA EX pigment inks exhibit excellent short-term color drift ("dry-down") behavior, which is critically important for color-managed workflows and in proofing applications. The new LUCIA EX inks also achieved WIR's highest rating for resistance to damage from atmospheric ozone, a particular concern in urban environments in situations where prints might be displayed unframed and exposed to ambient indoor air."

Simplified Workflows

Recognizing the expanding array of media options for large format printers and to further improve the versatility of these new imagePROGRAF models, Canon has developed a new Media Configuration Tool which allows customers to not only utilize genuine Canon-branded media, but provides the ability to add

and make adjustments to paper settings to enhance the precision and quality of output achieved with third-party media. Upon release of the new printer, ICC profiles of popular media types from Intelicoat, Ilford, LexJet and Moab will be available for download on their respective corporate Web sites.

To expand print options and improve proofing capabilities, the iPF8300, iPF6350 and iPF6300 come bundled with a new Print Plug-In for Photoshop®, Digital Photo Professional and support for Adobe Color Management Module, enabling features such as Black Point Compensation. Through the Photoshop Plug-In, each new model allows 16-bit RGB images edited in Photoshop to be sent directly to the imagePROGRAF printers, preserving smooth and high gradation.

Brian Hampton, an award-winning nature photographer printing with a Canon imagePROGRAF for the first time stated, "The quality of the print is amazing. I was particularly impressed by the iPF8300's ability to reproduce shadow details in a way that exceeds anything I've seen previously on the market. It's quite a step above the competition." Hampton also noted the built-in workflow solutions and commented, "The ability to export out of Photoshop via the plug-in is outstanding. Many of its capabilities perform as well as an RIP program without the additional cost."

Maximize Productivity

In order to support high-volume printing and streamline workflows the Canon iPF8300 and iPF6350 come equipped with an 80 GB high-capacity hard disk drive (HDD) that allows for faster spooling of large files as well as the ability to reprint jobs directly from the printer. To ensure the highest level of productivity and reduce overall print time, all new models are also equipped with a standard gigabit Ethernet network interface and an automatic dual-blade cutter.

In those environments that utilize a complete workflow solution in conjunction with CGS, EFI, Ergosoft, GMG, ONYX and other leading RIP manufacturers, updated drivers will be available for download upon the release of the printers from their respective Web sites.

Precision Technology

To fully capitalize on the dynamic color range of the new LUCIA EX ink set, each new imagePROGRAF model employs two advanced one-inch print heads, each featuring 2,560 nozzles per color and outputting a super fine four picoliter (pl) droplet at a full 2400x1200 dots-per-inch resolution (dpi) to reproduce details with extraordinary accuracy and clarity. Paired with enhanced plug-ins and new, High Precision Printing Modes, these new imagePROGRAF models provide an extremely high level of photographic and proofing quality prints.

The new imagePROGRAF iPF8300, iPF6350 and iPF6300 are compliant with U.S. ENERGY STAR energy-saving standards and RoHS compliance standards. The new Canon imagePROGRAF iPF8300, iPF6350 and iPF6300 large format printers will be on display at WPPI booth 401 in Las Vegas, NV from March 8-10, 2010. The imagePROGRAF iPF8300/6350/6300 will start shipping in March for a manufacturers suggested retail price of \$5,995, \$3,995 and \$3,695, respectively.

About Canon U.S.A., Inc.

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. Its parent company, Canon Inc. (NYSE:CAJ), a top patent holder of technology, ranked fourth overall in the U.S. in 2009†, with global revenues of US \$35 billion, is listed as number four in the computer industry on *Fortune Magazine's* World's Most Admired Companies 2009 list, and is on the 2009 BusinessWeek list of "100 Best Global Brands." Canon U.S.A. is committed to the highest levels of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes. At Canon, we care because caring is essential to living together in harmony. Founded upon a corporate philosophy of *Kyosei* – "all people, regardless of race, religion or culture, harmoniously living and working together into the future" – Canon U.S.A. supports a number of social, youth, educational and other programs, including environmental and recycling initiatives. Additional information about these programs can be found at www.usa.canon.com/kyosei. To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting www.usa.canon.com/rss.

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† Based on weekly patent counts issued by United States Patent and Trademark Office

(*) Calibration accuracy: The average color difference ΔE (ΔE_{2000}). For details on measurement conditions and method please refer to product catalogue or homepage

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About Wilhelm Imaging Research

Wilhelm Imaging Research, Inc. has for over 35 years conducted research on the stability and preservation of traditional and digitally printed color and black-and white photographs and motion pictures. As an independent testing laboratory, WIR publishes brand name-specific, comparative permanence data for inkjet printers, silver-halide prints, and other imaging systems. WIR has also been a consultant to many collecting institutions, including the Museum of Modern Art in New York, on various issues related to the display and preservation of both traditional photographic prints and digital print media. Henry Wilhelm, cofounder and director of research at WIR, is the recipient of the Photoimaging Manufacturers and Distributors Association (PMDA) "2007 Lifetime Achievement Award" for his work on the evaluation of the permanence of traditional and digital color prints and for his advocacy of very low temperature cold storage (e.g., minus 20 degrees C [minus 4 degrees F] at 40% RH) for the permanent preservation of black-and-white and color prints, color negatives, transparencies, and motion picture films. More information about Wilhelm Imaging Research is available at www.wilhelm-research.com.

About Brian Hampton

Brian Hampton gained his roots in nature photography as a boy spending summers at his grandfather's farm near the Mississippi river. As a young man he became interested in photography, took thousands of pictures of his children and had a modest lab set up in the basement. His interest in photography was put on hold as he started a number of businesses over three decades. Brian is now CEO of Cleo Communications, which produces communications software. Brian's interest in photography was renewed when high quality digital photography equipment emerged and he began to explore the wonders of the Florida Everglades. Many of his images are glimpses of landscape and wildlife from various unique regions of the Everglades and the world. Brian's goal in photo art is to capture images rarely seen by most people and bring them to the homes and businesses of people that express an interest and appreciation. For more information visit: www.brianhamptonphotography.com